

Mary and Her Little Lamb



Now Percy like the cows tail is always behind.
So Watch Mary gives him to tell him the time



Now Percy is tickled and pleased as can be
And proudly struts forth so the people can see



The watch Percy thought ought to tell time by word
But its ticks for hours is all that he's heard



He waited and scolded and then he got hot
Then banged the old watchet right on the spot



And then it exploded right out of the case
And sent Percy flying all over the place



When Mary came up she just had to cry
As Perc was Hurrahing for Fourth of July

Women No Longer Fear Receipt of Telegrams

In the present prosperity of the Western Union Telegraph company, its lines will carry approximately 40,000 night letters of fifty words or less. There will be about two-thirds that number of day letters sent. Of the 106,000,000 messages a year sent over the Western Union lines 12,000,000 are night letters, illustrating the remarkable growth of this auxiliary to the telegraph service. About 8,000,000 day letters are sent annually. This growth has taken place in the case of the night letters since 1910, and in the case of the day letters since 1912. The increase in the last year has been about 25 per cent and the company expects a like increase in the ensuing year.

Six years ago there were no night letters. Tonight, unless some catastrophe destroys the Western Union

12,000,000 Night Letters a Year
The night letter was started by the Western Union in 1910 because it

wished to make some use of its great facilities lying idle at night. It was decided to make the experiment of giving its patrons the opportunity to send fifty words at night for the cost of a ten word day message, to be delivered at the start of business the next day. The idea took from the start. Business men found they could send to their traveling salesmen at the day's business important information which their men would have at the start of the next day's business quicker than a letter, by days in some cases and much cheaper than the old rate of messages. Then the man away from home began to send his wife a night letter, which she read at breakfast the next morning. Business houses began to send appeals to customers by the night letter. Then the Western Union went after the business in earnest and now there are 12,000,000 night letters annually.

There is a lot of psychology about the night letter. In the first place the Western Union figured that the business man who sat down in front of his pile of mail in the morning would give his first attention to the telegrams. This belief was communicated to other business men, and the business men found it was good logic. Now the use of the night letter has been developed until it is used for urging payment on accounts; used by politicians in the business of getting votes; used to ask contributions to war relief funds; used for placing business orders, and for a myriad of other uses. It is a part of the American business system.

When it came to the social use of the night letter, it was found that the psychology of the telegram was again a factor. It had long been the custom for the woman who received a telegram to handle it with the fire tongs and to pray a few moments that the news was not so bad as it might be before she opened it. For telegrams formerly were used in emergencies socially, and the dread and fear of telegrams had to be overcome. This has been in a large sense achieved, and now wives and husbands who are separated send tens of thousands of telegrams every year, which wife or husband reads at breakfast and learns how the other half of the family fares.

Women's Fear of Telegrams
But the old time fear of the telegram has not been altogether overcome by the night letter. Only this month, when the nation wide use of the night letter was suggested in connection with the celebration of Mother's Day on May 14, by which sons and daughters could send words of cheer to the "Old Folks at Home," it was suggested that the mothers would receive a fear along with the words of cheer they would read when they opened it. It was at first suggested that special envelopes be used which would bear the words "This is a Mother's Day telegram." This was discarded because it was too expensive. Special mother's day blanks were furnished, and the rest of the problem was solved by instructing all messenger boys delivering such messages to say to the recipient, "Madam, this is a mother's day message."

Telegraph officials hope even this precaution will not be necessary in a year or two. Telegraph officials believe that the business and social possibilities of the telegraph have only been tapped. They believe there will be more new uses and greater applications of the service. As the night letter was inaugurated in 1910 to supply a use for facilities at night, the day letter was started to use the "valleys" in the service facilities. There are "peaks" in the business at 10 o'clock in the morning, at noon, and at the closing of business around 4:30 o'clock. Between the "peaks" and "valleys." The day letter of fifty words is sent during the "valley" period of business that follows the regular business messages. The charge is one and a half times that of the night letter.

Modern Cable Service.
The Western Union has also installed modifications of cable service which correspond closely to modifications in the land wire service. In addition to the fast regular cables there is the deferred half-rate service sent along when the regular messages do not keep the facilities busy. Then there is the cable service letter, based on a thirteen-word rate, and the week-end letter service, which is based on a twenty-five-word basis. These messages are filed at any time up to midnight Saturday night for delivery in any part of the world the following Monday morning.

The money transfer service, the marine service, the messenger service, the commercial news service, and the time service are other ramifications by which the Western Union has made its service fit the requirements of business and of the public.

Following is the latest quarterly report of the Western Union, issued April 1:

Total revenues...	\$14,390,372	\$11,568,175
Maintenance repairs and reserved for depreciation...	1,863,477	1,776,642
Other operating expenses, including rent of leased lines and taxes....	8,870,305	7,615,070
Total expenses	\$10,733,782	\$9,394,712
Balance	\$3,656,590	\$2,173,463
Deduct interest on bonded debt	332,963	334,200
Net income....	\$3,323,627	\$1,839,163

Newcomb Carlton, president of the Western Union, said that the success of the night letter illustrated good business methods.

"We have telegraph service to sell," he said. "It was the same proposition as having any other business commodity to sell. We have put it in attractive packages. That's the explanation."

Valley Lumbermen Go On a Junketing Trip

J. R. Shaw, manager of the Hammond Lumber company, Mill City, Ore., was host to the Willamette Valley Lumbermen's association, May 31, when that organization enjoyed a junketing trip to the operations of that company in connection with their regular semi-monthly meeting.

Members of the association met at Salem, Ore., at 10:15 a. m., where automobiles were furnished to make the enjoyable trip to Mill City. The weather was delightful, the roads perfect and the 38-mile ride completed in time for lunch, which was served immediately upon the arrival of the party. When Mr. Shaw decided to become a sawmill manager, that day an able hotelkeeper was spoiled. Spring chicken was the base of the lunch around which he had erected a feast at once satisfying to a hungry lumberman and gratifying the aesthetic sense of an epicure—had one been present.

Following the lunch, President C. K. Spaulding called the meeting to order for a short business session, and Secretary Jay S. Hamilton reported on the activities of the association. In a general discussion of market conditions it was the consensus of opinion that orders showed a falling off but that stocks were low and broken at the different mills. A general "sit tight" attitude was advised. Several matters of interest to the association were briefly discussed, after which Mr. Shaw personally conducted the members on a tour of inspection to the mill and logging operations.

Hammond Lumber Co.'s Operations.
Two years ago the mill of the Hammond Lumber company was cutting about 125,000 feet in 16 hours. Today it is turning out about 230,000 feet in the same period of time. The mill consists of a circular head rig and a pony circular. The tail end has a pony Wickes gang, an Allis Chalmers horizontal resaw, a vertical Mereson resaw and two trimmers. The live rolls and transfer system display Mr. Shaw's ingenuity as a mill builder. The space available for the installation of additional transfer machinery was limited and the arrangement handles the increased cut expeditiously. The clearegs direct to the dry kilns which are North Coast. A Curtis stacker is used and an unstacker unloads the cars after drying. The remanufacturing plant is well arranged. A Pawling & Harnischfeger monorail system is successfully used. The different kinds of lumber are sorted from the transfer and assembled in packages sufficient for a day's run on a machine, which are then transferred to the planer by the monorail. Five Berlin planers, a Berlin timber sizer and a Stetson-Ross ready sizer, located on the sorting table, are used. A Sumner special air lift trimmer with saws one foot apart trims the lumber after it has been dressed.

The dressed lumber shed, 120x300 feet, was erected of No. 2 common lumber. It is equipped with automatic sprinkler service as is the entire plant. The finished product of the Hammond Lumber company is trademarked "Hammond Quality," stamped with the grade on the outside of each bundle. A steel cutting stencil cuts the words into every foot on the lower side of the flooring.

The power for the mill is furnished by both steam and water, the Santiam river, on which the plant is pleasantly situated, furnishes 1,000 horsepower and a battery of seven Kewanee boilers furnishing 2,000 horsepower additional. The head rig is run by a 1,000-horsepower Corliss and the pony run by a 200-horsepower engine. A 750-horsepower Corliss drives the planing department.

Manager Shaw accompanied the party to the logging operations of the company at camp 14. Logging Superintendent Fred Olin had provided a flat car equipped with seats and side rails which, hauled by a Shaw locomotive, made the 12 miles to the camp in a little over an hour. The company are logging about 125,000 feet daily at this point. They use one 42-ton Shay, a 35-ton Shay and a 62-ton Heisl—Seattle Car & Foundry trucks complete the rolling equipment. They recently purchased two "half breed" Washington Iron Works donkeys. Chad Hesman is in charge of this camp. Another is operated at Detroit on the C. & E. railroad with Blue Harland in charge.

Returning from the logging camp, the party was afforded a glimpse of the farm of the company, comprising 200 acres. They maintain a herd of 15 to 20 milk cows and 150 range cattle. The crops are corn, potatoes and hay. Eight beavers a week are killed to supply meat for the butcher shop at Mill City and the boarding houses. In addition to these activities, Manager Shaw has a store, a bakery and a movie to look after during his spare hours.

The party left Mill City at 6 o'clock. Geo. Gerlinger took the drive to connect with the train at Salem for Portland, in his red-wheeled Mitchell, and treated them to a joy ride that proved the merits of the car and the efficiency of the driver.

This junketing trip is the first of a series that will be taken by the association. The following were in attendance:

C. K. Spaulding, Spaulding Logging company, Salem.
Jay S. Hamilton, Jay S. Hamilton Lumber company, Portland.
C. O. Davis, Carlton Consolidated Lumber company, Carlton.
M. S. Farwell, Carlton Consolidated Lumber company, Carlton.
W. B. Dennis, Carlton Consolidated Lumber company, Carlton.
Geo. B. McLeod, Hammond Lumber company, Portland.

J. R. Shaw, Hammond Lumber company, Mill City.
B. C. Miles, C. K. Spaulding Logging company, Salem.
Ralph Martin, Booth-Kelly Lumber company, Eugene.
J. S. Brucher, Sheridan Lumber company, Portland.
Carl Fischer, Sheridan Lumber company, Sheridan.
S. M. Barnard, Buxton Lumber company, Buxton.
O. N. Hult, Hult Lumber company, Hult.
C. E. McCredie, Corvallis Lumber company, Corvallis.
H. B. Latham, Silvertown Lumber company, Silvertown.
Geo. E. Gerlinger, Willamette Valley Lumber company, Dallas.
C. H. Aldrich, Hammond Lumber company, Mill City.
R. A. Cowden, Silvertown Lumber company, Silvertown.
G. L. Brown, Brown Lumber company, Starbuck.
Fred Olin, Hammond Lumber company, Mill City.
A. Whisman, The Timberman, Portland.
—The Timberman.

HOMESTEADERS LOSE HOUSE THROUGH FIRE

Igniting from a defective flue, fire on Tuesday afternoon destroyed the dwelling of Mr. and Mrs. Harry Siegel, situated on their homestead in the Ten Mile country. At the time the fire broke out Mr. and Mrs. Siegel were enjoying a walk through the timber and were some distance from the dwelling. As soon as they discovered the fire they hastened to the scene and were successful in saving some of their wearing apparel as well as a portion of their household furniture. Mrs. Siegel is employed as a conductor by the Southern Pacific company, but occasionally spends a few months on his homestead. Mrs. Siegel and children arrived here last night and are at the Roseburg hotel, where they will remain until such time as they are able to furnish a new dwelling to replace the one burned yesterday. It is not believed Mr. Siegel carried any insurance on his dwelling or contents, although this could not be definitely established here today. — Roseburg Review.

IS BRIGADIER GENERAL

Washington, July 7.—The senate this afternoon confirmed Colonel Dodd, hero of the punitive expedition as brigadier general.

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John M. Scott, General Passenger Agent, Portland, Ore.

SOUTHERN PACIFIC